



TABLE TALK INSTRUCTIONAL PACKET

Thank you for contributing to the City of Hampton's Community Plan Update. Included in this packet, you will find:

- **Community Snapshot** – Feel free to use this snapshot of relevant data that is provided to add to your conversations as you discuss the questions.
- **Sign-in form** – Please include the residential or business address of each stakeholder, including any who may reside outside the city. This can be submitted online by visiting:
www.hampton.gov/hampton2040/tabletalks
- **Question/Response Pages** – There is no need to reach consensus or majority agreement for these questions. As your group discusses each question, simply record the responses as provided by the group or individual members. The goal of the talk is to hear YOUR thoughts on Hampton's future. Your responses will be kept separate from your contact information so be honest & open with us.



WWW.HAMPTON.GOV/HAMPTON2040



Instructions for hosting a Community Table Talk

Please complete both the sign-in form and question/response pages by **Friday, Jan., 2022** . Completed packets may be submitted by one of the following methods:

- **Complete online at:**
www.hampton.gov/hampton2040/tabletalks
- **Scan and email to:** hampton2040@hampton.gov
Subject line: Community Table Talks
- **Return to:** any Hampton community center, library, or
by mailing to:
 - Community Development Dept.
Attn: Community Plan
22 Lincoln St., 5th floor, Hampton, VA 23669



WWW.HAMPTON.GOV/HAMPTON2040

Hampton Community Snapshot

Demographics (2017)

Population 137,467

Average Family Size 3.08 people

Median Household Income \$54,062

Residents below the poverty line
(at some point in 2017) 15.9%



Households below the poverty line or not meeting ALICE criteria (2016) 57%



Unemployment 6.5%



High School Completion or GED
(population 25 years and older) 91.82%



Bachelors Degree or Higher
(population 25 years and older) 28.16%



Fiscal Stress Rank out of 133 Virginia localities
(lower rank = higher stress) 14th

School Composite Index Score .2741

Hampton Public Schools students eligible for free or reduced lunch 61.76%



How do we compare?

While Hampton's population is **stable**, much of Hampton Roads is seeing **population growth**.

Average family size has been **decreasing** as part of the national trend of smaller families.

Hampton and Hampton Roads have both experienced a drop and recovery in the last decade, although Hampton has **consistently lower** median household income than the region.

Hampton consistently has **higher levels of poverty** than Hampton Roads (for the region in 2017 it was 12.3%), and numbers for both Hampton and the region are on the rise.

ALICE (Asset Limited Income Constrained Employed) is a measure of working families and individuals who earn more than the official Federal Poverty Level but less than the basic cost of living. 57% of Hampton households are either below the poverty line, **or more likely living paycheck to paycheck**, versus only 41% of households in VA. This number has **gone up** over the past six years.

Unemployment levels are almost **back to pre-recession levels**, although the region consistently has lower unemployment levels than Hampton.

Hampton is **in line** with the rest of Hampton Roads on high school graduation/GED completion rates as of 2017.

Hampton has **started to close the gap in higher education levels**: the region has 32.1% with a bachelors degree or higher, a difference of less than 4%; in 2008, the gap was closer to 5.5%.

Fiscal stress indicates a locality's ability to generate additional local revenues. Across the state, cities are under greater stress than counties. Hampton is considered **high stress**, and its ranking has stayed consistent over the last decade.

The composite index scores indicate a school division's ability to pay for education costs fundamental to the Commonwealth Standards of Quality. This number **has been improving**, but is significantly lower than most of the region.

The percentage of students eligible for free and reduced lunch has **gone up in the past ten years**; however, peer localities have seen **similar increases**. Statewide, an average of 44.31% of students are eligible.

Sources of Data: Census, American Community Survey
Virginia Department of Education
United Way ALICE

City of Hampton
Virginia Department of Housing and Community Development
Hampton Convention and Visitors Bureau



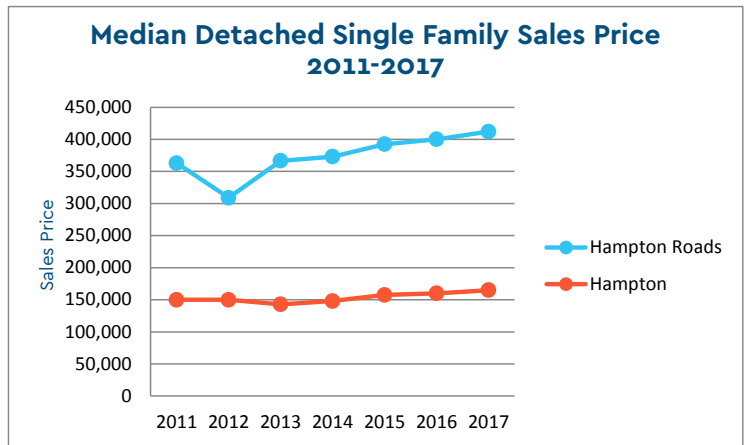
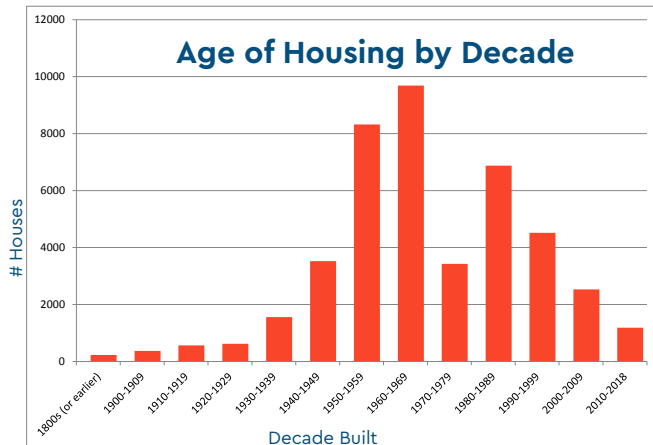
But Hampton is a lot more than
our demographics



It's where we call home

- Hampton is trying to increase our stock of high value housing – housing valued at \$375,000 or greater. Since 2006, the **number of high value homes has risen 50.8%**. Most of these properties are located along the water.
- The median age of a home in Hampton is **53** years.
- Only **3.5%** of housing was built in the last **10** years.
- **53.4%** of housing is owner-occupied.

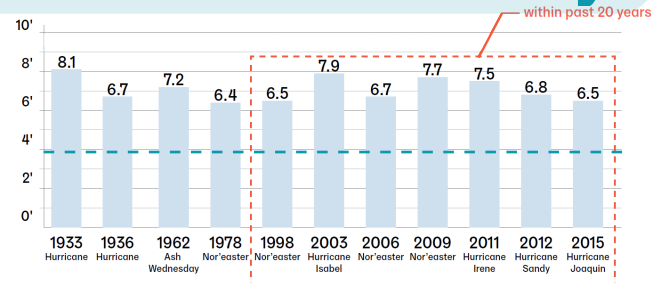
Since 2013, single family home real property values have **gone down**, but between 2017-2018 median value rose slightly to **\$157,900**.



We are committed to creating stronger families

and a more resilient community

- Of the 6471 adults and children participating in Healthy Family parenting classes and play groups, **92% of parents** reported a positive change in their parenting style last year.
- In 2017 Hampton became the **first** Ford Next Generation Learning Community in Virginia. *The Academies of Hampton* provide learning through the lens of a career.
- After a spike in 2008 and 2009, juvenile crime is **down 53.8%** since 2006, and young adult (18-24) crime is **down 45.5%**.
- Hampton's violent offenses per capita **is the 3rd lowest** of the seven cities.



- **7 of the worst 11 storm surges** in the past 80 years have happened since 1998. Four feet is when we start to see big impacts.
- Since 2016, the City has helped **elevate 38 homes** and **remove 19 structures** from the floodplain

Enhancing our sense of place is key

- Hampton has nearly **1850** historical contributing structures across **9** historic districts.
- Between 2016 and 2018, the City hosted **70** special events for **332,240** attendees. Some highlight events: *International Children's Festival, Blackbeard Pirate Festival, and Groovin' by the Bay*

Coastal amenities

- Hampton has approximately **6 miles** of public beach.
- Boat slip registrations allow over **1,600** boats to permanently dock in Hampton waters.

What amenities would you like to see?

Our City has a **diversifying economy**

- In the past five years, more than **\$106 million** was invested in new construction activities.
- Hampton is improving its hotel stock, making it more appealing for visitors. In 2017, **927,623 people visited Hampton**. Hotel occupancy went up **3.4%**, and hotel revenue went up **7.6%**.
- Sports tourism has resulted in an economic impact of more than **\$48 million** in the past five years alone.
- Since 2008, more than **620,000** residents and visitors have attended **360 sport events**.

19.79%
of taxes
come from our
commercial
base. The goal
is **25%**.

We are an **engaged community...**

- Around **40** Registered Neighborhood Organizations have committed to plan and work in their neighborhoods to improve the quality of life for residents and visitors.
- Over the past six years, **62** neighborhood grants have been awarded, totaling **\$639,072**. Those grants help residents improve the image and relationships within their community.

86.3% of
households live
within 2.5 miles
of a community or
neighborhood center.

14.7% live within
.5 miles.
(that's walking distance!)

... and a **government that listens.**

- Since 2000, the 311 Citizen Contact Center has fielded more than **3.7 million calls**.
- In the city's biennial Customer Satisfaction Survey, **more than 90% of citizens** are consistently satisfied with the overall work performance of City Employees.
- Hampton has ranked in the top 10 Digital Cities (mid-sized) for its use of technology for **16 of the last 17 years**. *(and the year that we didn't rank, the city didn't apply)*

City Council's Seven Strategic Priorities



Safe and Clean Community – ensuring all Hampton citizens and businesses are safe, healthy, and secure.



Economic Growth – generating resources to support services the community desires and produce quality jobs for our citizens.



Educated Citizenry – partnering with the schools system and other education providers to develop, and attract talented citizens.



Family Resilience and Economic Empowerment – addressing poverty in ways that support families and individuals.



Good Government – Attracting, retaining and developing high quality public servants, and providing great customer service that our residents trust.



Living with Water – addressing resiliency, flooding, waterways, and sustainability while enhancing our tax base and quality of life.



Placemaking – creating vibrant and authentic places that reflect and celebrate the unique culture, history, and character of our community.

Key accomplishments since the 2006 Community Plan:

- Peninsula Town Center

- Buckroe Parade of Homes
- King Street Linear Park & Streetscape
- Boo Williams Sportsplex



- Waterwalk at Central Park

- H2O Residential Development
- Streetscape and reinvestment on Mellen & Mallory Streets
- Zoning Ordinance Amendments to support uses citizens desire (Outdoor dining, Micro-brewery/distillery use, live entertainment, food trucks)



- New Schools: Andrews & Phenix

- The Vanguard Restoration and Reuse

- Hampton Roads Centers (e.g. Hampton University Proton Beam Treatment Facility)



- Kecoughtan Road Residential Development & Streetscape

- Advancement of place-based zoning districts (Buckroe Bayfront District, Phoebus District)



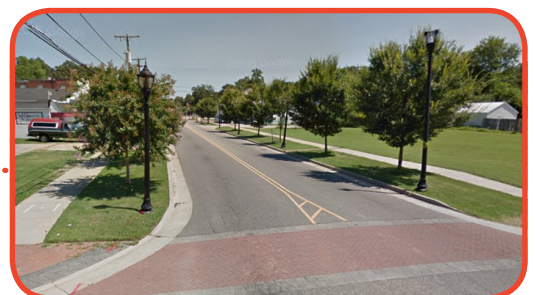
- Arts & Cultural District (Downtown & Phoebus)



- Infill Housing & R-4 Single Family Development

- Housing Venture Areas

- Curb Appeal Matching Grant Program



Name/description of group: _____ **Date:** _____

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Question 1

What 2-3 areas should we focus on in the next 5-10 years to ensure Hampton is a successful and thriving city? (Why/How?)

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Question 2

What 2-3 areas are important in the next 20 years and beyond?
(Why/How?)

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